

OCEANIC STEAMSHIP CO.

5 1/2 DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:

Sierra Jan. 18
Ventura Feb. 8
Sonoma Feb. 29
Sierra March 21

FOR SYDNEY:

Ventura Jan. 3
Sonoma Jan. 24
Sierra Feb. 14
Ventura March 6

C. BREWER & CO., LTD. :: :: :: General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:

Matsonia Jan. 4
S. S. Lurline Jan. 11
S. S. Wilhelmina Jan. 18
S. S. Manoa Jan. 25

FOR SAN FRANCISCO:

Manoa Jan. 4
S. S. Matsonia Jan. 12
S. S. Lurline Jan. 18
S. S. Wilhelmina Jan. 26

S. S. Hilonian, Seattle for Honolulu direct, November 13.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:

S. S. Tenyo Maru Jan. 14
Nippon Maru Jan. 29
Shinyo Maru Feb. 11
Persia Maru Feb. 29

FOR SAN FRANCISCO:

S. S. Nippon Maru Jan. 5
S. S. Shinyo Maru Jan. 18
Chiyo Maru Feb. 15
Tenyo Maru Mar. 7

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE AND TACOMA, S. S. ALASKAN, to sail on or about February 11.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent.
H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver Jan. 7
Nagara Jan. 7
Makura Dec. 29
Nagara Jan. 29

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

A Genuine Hit is the Service
by the

WESTERN PACIFIC

DENVER & RIO GRANDE

ROUTE

QUICK TRANSIT

NO DELAYS

FRED L. WALDRON, LTD., Agents

DO IT ELECTRICALLY

Hawaiian Electric Co.

FREIGHT

and

TICKETS

Also reservations

any point on the

mainland.

See WELLS-FARGO

CO. & CO., 72 S.

King St. Tel. 1515

OAHU RAILWAY TIME TABLE

OUTWARD

For Waianae, Waiakua, Kahuku and
way stations—9:15 a. m., *8:30 p. m.
For Pearl City, Ewa Mill and way
stations—7:30 a. m., *9:15 a. m.,
*11:30 a. m., *3:15 p. m., *5:30 p. m.,
*6:15 p. m., *9:30 p. m., *11:15 p. m.
For Waiakua and Lihou—*10:30
a. m., *12:40 p. m., *5:00 p. m., *11:00
p. m.

INWARD

Arrive Honolulu from Kahuku, Waiakua
and Waianae—*8:55 a. m., *5:21
p. m.

Arrive Honolulu from Ewa Mill and
Pearl City—*7:45 a. m., *8:30 a. m.,
*11:02 a. m., *1:40 p. m., *4:26 p. m.,
*5:31 p. m., *7:30 p. m.

Arrive Honolulu from Waiakua and
Lihou—*9:15 a. m., *11:55 p. m.,
*4:01 p. m., *7:10 p. m.

The Haleiwa Limited, a two-hour
train (only first-class tickets honored)
leaves Honolulu every Sunday at 8:30
a. m., for Haleiwa hotel; returning
arrives in Honolulu at 10:10 p. m. The
Limited stops only at Pearl City and
Waiakua.

*Daily, *Except Sunday, *Sunday only
G. P. DENISON, F. C. SMITH,
Superintendent, G. P. A.

SAILORS' HOME NOTICE.

The annual meeting of the Sailors'
Home Association will be held at the
office of Messrs. F. A. Schaefer & Co.,
Ltd., Merchant and Kaahumanu
streets, December 31, 1915, at 10 a. m.
CHAS. H. ATHERTON,
Secretary.

6556-31

Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo Y.M.C.A. High School



CHAPTER XXXVIII.

THE AD MAN'S AND THE STORE'S BUYERS.

The department store organization consists of the executive head, with the department heads as buyers. These are the men who also direct the sales in each department. They have to perform every kind of duty. Individually, they are practically managers of small stores within the big one. They have to buy and they have to sell, and they have to practically direct advertising which concerns their own departments.

The buyers, however, have little to do with credits of customers. They have nothing to do with the financing of the store in general. But outside of that, they have all these various duties. Particularly as to advertising, the department manager is responsible for his department. He doesn't get up the ad in the form in which you see it in the newspapers. Nor does he need to know much about the mechanical details of this phase of the work. He may not know one size of type from another, or a half-tone from a zinc etching. And yet, really, he is the man who does the advertising. And in the department store business, the advertising is all-important for it governs the merchandise, and the merchandise is everything.

A keen department manager, or buyer, has got advertising in mind every time a salesman comes to sell him something. Every time he considers purchasing stock for his department, he has to ask himself, "How advertisable is this?" He has to buy on the basis of the goods' appeal to his customers. He knows he buys simply to sell, and to sell his goods have to appeal to the customer, whether that appeal results from the customer voluntarily "looking around" in his department, or whether he forces the appeal—winning attention to the goods, in spite of the involuntary attitude of the customer. To do either he must offer desirable goods at a desirable price. To do that, he must buy with "salability" as the prime consideration.

The advertising manager in a department store is, in a way, a clearing-house for the individual advertising abilities of the department heads or buyers. His work is highly specialized. Yet it ought to be sufficiently generalized to bring about a harmony among all the different advertising ideas that all these different buyers bring to him. But the ad-man's job is largely to smooth down and to polish up the advertising. The success of the appeal depends on the obvious value of the merchandise offered.

And so, quite frequently an advertising man, poor in the sense of diction, display ability and the other elements of advertising writing, when at work in a store which is a success in the phase of merchandise selection, can win out quite as well as a more brilliant advertising writer. For department store advertising is simply news. And if the facts are presented pleasantly they will win the business.

Of all problems, the advertising problem is about the knottiest a buyer faces. There is no guesswork to this kind of advertising. Every cent that is spent on publicity for his department is charged up against him. He knows just how much it has cost to keep the business coming, as far as his particular part of the store is concerned. He knows whether the cost is at a higher percentage than it was a year ago. He knows whether he was getting the same amount of business that he was a year ago. And with the same amount of advertising, if he is not getting the same amount of business, he knows he has either chosen the wrong kind of goods to advertise, or in some other way has fallen down. Business conditions, or weather, or other elements may enter in to make business today different from what it was a year ago. These points are given consideration. But, still, regardless of all outside factors, the buyer is eternally up against these plain figures of the cost of his advertising as compared with the current volume of his department's business.

And right there largely lies the success or failure of a department. The department that does not increase in volume is regarded as something to be looked into by the management. And yet, the department that increases in volume and yet increases too greatly in advertising expense is to be looked after. The buyer, therefore, eternally has to act the Dr. Jekyll-and-Mr. Hyde, an increaser of business and a decreaser of business-getting expenditures.

CANCER EXPERTS SAY "CURES" PROVE TO BE MERE FAKES

NEW YORK, N. Y.—The George Crocker cancer research fund laboratory at Columbia university made use of 64,500 animals in the course of its investigations last year, as shown in its annual report issued. The animals included 32,000 mice, 10,000 rats, 300 rabbits, 1,000 guinea pigs and 1200 chickens and other fowl. For tests with radium alone 12,000 mice and 2500 rats were used. In addition a special strain of mice is being bred in which spontaneous tumors frequently develop.

On these animals, with tumors either spontaneous or artificially produced, and upon human beings whose cancer growths were hopelessly inoperable, the laboratory staff tested the effectiveness of half a dozen so-called cures for cancer. The report states that none of the agencies tested was shown to exert the slightest influence on the tumors treated.

The investigations with radium are said in the report to have led to important quantitative results and to have shown that only three factors are concerned in the action of that element on cancer cells—the amount of radium, length of exposure and the distance between the radium and the tumor tissue.

MEN MADE BLIND IN WAR GO INSANE OR COMMIT SUICIDE

NEW YORK, N. Y.—Soldiers permanently blinded in battle, if told of their fate before they have been taught a self-supporting trade, almost always become insane or commit suicide, according to a statement made by Mrs. Lang Newman, member of the American committee of the American Red Cross hospital at Munich. "Our object is to teach such men a work or trade as similar as possible to that in which they were engaged before the war," said Mrs. Newman. "We also have a special committee which endeavors to keep these men in good spirits and gradually lead them up to a full realization of their condition."

The noted order of the Golden Fleece is a military one instituted by Philip the Good, duke of Burgundy, in 1429, on the occasion of his marriage with the Portuguese princess Isabella. The order now belongs to both Spain and Austria.

A New Year's Gift For You

The Star-Bulletin will present some one of its many readers a beautiful Sonora Phonograph, Mahogany finish, net price \$35.00.

Absolutely Free on January 6, 1916



THE SONORA PHONOGRAPH

was the only instrument given a perfect score of 100% for tone quality at the Panama-Pacific Exposition, San Francisco. This instrument plays all makes of disc records, Victor, Columbia, Edison and Pathe, with one sound-box, and is provided with a jewel needle, making changing of needles unnecessary.

A tone modifier is its latest attachment, making it possible to graduate the volume from the loudest to the softest volume while the record is playing. The motor is extra strong, allowing several records to be played with one winding. This instrument is on exhibition at the Hawaiian Phonograph Supply Company, 150 South Beretania Street, and will be demonstrated any time during the contest.

Count the Dots

This beautiful prize will be awarded to the person giving the correct total number, or the nearest correct total number of dots contained in the above picture for the entire period from December 7, 1915, to December 31, 1915, inclusive.

All the dots inside of the wreath must be counted each day, as the number of dots will be changed daily. Clip the bell from the Star-Bulletin each day, count the dots and insert your count in the space provided on rim of bell, then write your name and address plainly on the lines below, place clipping in envelope, seal it up and deliver to Hawaiian Phonograph Supply Company, 150 South Beretania Street, either by mail or in person. The contest will close with the issue of December 31, 1915, of the Star-Bulletin, and the last counts must be delivered at the Hawaiian Phonograph Supply Company, 150 South Beretania Street, not later than 9 a. m., Thursday, January 6, 1916, at which time the prize will be awarded.

Contestants may send in their clippings daily or weekly, or all together after the contest closes December 31.

Back copies may be procured at the Star-Bulletin Office at any time.

Your Name.....

Address.....

No employee of the Star-Bulletin or the Hawaiian Phonograph Supply Company, nor members of their families, will be allowed to enter this contest.

NOTICE TO PASSENGERS AND SHIPPERS.

The S. S. Mauna Kea will sail for Kona and Kau ports on Thursday at 12 m., December 30, instead of Friday at 12 m., December 31, 1915.

The S. S. Claudine will sail for Maui ports Thursday at 5 p. m., December 30, instead of Friday at 5 p. m., December 31, 1915.

The S. S. Mauna Kea will sail for Lahaina and Hilo Saturday at 4 p. m., January 1, 1916, instead of at 3 p. m. Saturday being a holiday the company will not receive freight, ship Friday.

Ice-house goods and baggage will be received one hour before sailing time.

The S. S. Kinau, S. S. Claudine and S. S. Mikahala will arrive Saturday morning, January 1, 1916.

INTER-ISLAND STEAM NAV. CO., LTD.

Phone 4941. 6357-3t

Canadian freight steamers on the Great Lakes have been commandeered by the government to carry to England the grain recently taken over by Great Britain.

We attend to Checking and Sealing of

BAGGAGE

on all outgoing steamers without inconvenience to passengers.

We also make a specialty of Furniture Moving.

Union-Pacific Transfer Company, Ltd.,

U. S. Mail Carriers.

King St. next to Young Hotel

Phone 1878

STAR-BULLETIN 75 CENTS PER MONTH